

**FCC**

**ISSUES & PROGRAMS REPORT**

**FOURTH QUARTER 2008**

**FCC  
ISSUES & PROGRAMS REPORT  
PROGRAM LIST  
FOURTH QUARTER 2008**

The following is a list of programs along with a brief description of that program:

**Bay Area People**

A weekly, one-half hour, community affairs program, which explores community issues, problems and solutions. The program features cultural and artistic activities from various ethnic communities, as well as conducting book reviews, relaying news related concerns and features of interest to Bay Area residents. This program aired Saturdays at 6:30 am.

**Bay Area People - Public Service Announcements**

These PSAs are locally produced, community calendar billboard announcements that are approximately :10 (ten seconds) in length, featuring community events, organizations, referrals and services. These air within the program Bay Area People.

**The KTVU Morning News – Early Edition**

This live newscast airs 5:00am to 6:00am Monday – Friday. In addition to local, regional and national news, this newscast features frequent traffic and weather updates and Bay Area business news.

**The KTVU Morning News**

This one-hour, live newscast airs Monday-Friday 6:00am to 7:00am. In addition to local, regional and national news, this newscast features frequent traffic updates and Bay Area business news.

**Mornings On 2**

A live, two-hour, locally produced, news and interview program featuring local, regional, national and international news stories and features. Also, local traffic and weather updates. Included are in-depth interviews with local members of government, consumer issues and other reports of interest to Bay Area viewers.  
Airs daily, Monday through Friday, 7:00 am to 9:00 am.

**The Noon News**

A one-half hour, live, locally produced newscast that airs Monday-Friday, from 12noon to 12:30 pm. The program includes the latest news, features and reports on issues of interest to the community, as well as national news. The program employs live, on-site reports and inserts from the surrounding communities.

### **KTVU News at 5**

A live, one-hour newscast, airing Sunday-Friday from 5:00pm to 6:00pm, featuring reports on local and regional news

### **KTVU News at 6**

This live newscast airs Monday-Saturday, 6:00pm to 6:30pm. The program features reports on local and regional news.

### **The 10 O'Clock News**

This station's daily, one-hour newscast, airs from 10:00pm to 11:00pm, Monday through Sunday. In addition to local, regional, national and international news, the program features in-depth news coverage on matters of local public concern, as well as, special reports on significant public events.

### **Our World with Black Enterprise**

Airs Sunday mornings from 5:30am to 6:00pm. The program features news, entertainment, roundtable discussions and everyday heroes from all walks of life-from Hollywood to the corporate suite and everyone in between. Ed Gordon and special guest experts have tackled hard hitting issues such as depression, the rise of Black Republicans, and the challenges faced by black women balancing professional and personal lives.

### **Public Service Announcements**

KTVU airs :05, :10, :15, :20, :30 and :60 second, local, regional and national public service announcements on all day parts including prime time. The announcements cover a wide range of topics, including; social issues, health, human services, conservation and education.

**KTVU**  
**PROBLEMS & NEEDS REPORT**  
**FOURTH QUARTER 2008**

Report Summary

The following topics are issues of special concern to the residents of the nine San Francisco Bay Area Counties:

**Election Issues**

Issues related to the upcoming elections in both local and national races. Topics include; the discussion of ballot measures and views from both sides, candidates, polling, debate coverage, immigration and voting machine issues.

## Election Issues

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/23/08	All Newscasts	2:48
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Berkeley voters are facing a choice during this election that they've made before. The mayor's race in that East Bay city features two political rivals who already have run against each other. Both Tom Bates and Shirley Dean say this time, the issues are not quite the same. For Berkeley voters, this mayoral match up is a bit of "back to the future." It's Dean's fifth run for mayor and Bates third and the second time they've run against each other.

10/25/08	All Newscasts	2:35
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One of the many propositions on this year's ballot is Prop. 12. It aims to help California veterans buy a home. It has bi-partisan support and while many believe it's a noble idea, there are some who wonder if the timing is wrong. Unlike past Cal Vet programs, the measure would offer loans to all those who served and not just those who were enlisted at a time of war. The economy is what some political experts think will be the biggest obstacle to Prop. 12. That and it's the end of a crowded ballot...and comes when many are sensitive to the cost of lending.

10/25/08	Bay Area People	17:13
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On November 4<sup>th</sup>, voters have the power to elect either an African American man as President or a woman as Vice President. First time voters and volunteers share their experience of being part of an historical election. Theron Roby, Antal Polony, Daniel Chou and Wayne Oversen discuss the motivating factor, which inspired them to action. Whether Democrat or Republican, all four voters/volunteers feel they possess the individual power in electing the next President of the United States of America!

10/26/08	All Newscasts	2:51
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One of the most controversial propositions in the upcoming election got a little more controversial today. A new Prop. 8 advertisement has stirred up anger. KTVU has more on the same-sex marriage measure and the amount of money being spent on it. High in the Oakland Hills, about 50 supporters of same-sex marriage gathered this morning outside a Mormon Temple to take the church to task. The Church of the Latter Day Saints is a big backer of Prop. 8. It is aggressively organizing church members and raising donations to help repeal gay marriage in California. That angers some raised in this faith. But church member Rand King of the Protect Marriage Coalition says Prop. 8 is about semantics and not about rights.

10/26/08      All Newscasts      3:11

In San Francisco this afternoon, supporters of Measure H called on those in favor of the proposal to initiate their own personal get out the vote effort. Measure H calls for 100% of the city's energy to come from renewable sources by 20-40. If passed, the measure would authorize the city to study ways to reach it's clean energy goals, including operating a city-run utility. Supporters say the city could eventually do a better job of supplying power to San Francisco than PG&E. PG&E is helping to bankroll the opposition to Measure H. PG&E says if San Francisco was to create a municipally run power company, it estimates households would pay some \$400 a year more for energy than they do now.

10/26/08      All Newscasts      2:29

Elections can elicit strong passions, with voters wanting to show their allegiance to their candidates and their cause. But if you wear those passions literally on your sleeve, you may not get to vote, at least not until you change. Election officials warn you not to wear any opinion when you vote. California state law prohibits campaign materials within 100 feet of a polling place.

10/28/08      All Newscasts      2:32

There's been a lot of talk this year about young voters and the candidates and issues that excite them. One question is whether the enthusiasm many have shown so far, is actually translating into votes. At least three measures on California's ballot are attracting attention on college campuses: Prop. 4 Parental Notification; Prop. 8 Same Sex Marriage; and Prop. 1-A High Speed Rail between Northern and Southern California. Students have been using text messaging, emails and social networking sites to reach out to family, friends and other young voters.

10/29/08      All Newscasts      2:44

It isn't just the White House, but Congress too, that's up for grabs on Election Day. Polls indicate Democrats are likely to increase their majorities in both the House and the Senate. John McCain today warned about Democrats controlling Washington. But Democratic House Speaker Nancy Pelosi told KTVU News today...this is the Democrats time to govern.

10/31/08      All Newscasts      3:31

Two years ago, Republicans lost their only Bay Area Congressional Seat. On Tuesday, they hope to win it back. District 11 is a rather curiously drawn district in the East Bay, where the contest between incumbent Jerry McNerney and challenger Dean Andal has become quite contentious.

10/31/08 All Newscasts :55

An exclusive new KTVU Field Poll indicates support for Prop. 1-A is slipping. The initiative would help to fund a high speed rail line through the state. In July, 56% of voters were ready to vote "yes." But that support is now down to 47%. The "no" votes are picking up steam...going from 30% in July to 42% now. If it passes, Prop. 1-A would authorize \$10 billion in state bonds for the high-speed rail line. It would run between L.A. and San Francisco with possible future extensions.

11/8/08 Bay Area People 22:06

This Special Election Edition of Bay Area People features three community leaders who react to the historic election of President Elect, Barack Obama. Our guests are Vincent Pan, Director of Chinese Affirmative Action; Gilda Gonzales, C.E.O. of the Unity Council; and Dr. Julia Hare, National Executive Director of the Black Think Tank. They represent some of the diversity of the Bay Area and will comment on their reactions, thought and views of this historic 2008 Presidential Election.

**During the past quarter, KTVU broadcast programming that was responsive to community issues. Due to the extensive amount of such programming, the issues and programs list contains only a portion of the locally produced, issue responsive programming actually broadcast by KTVU.**



## Business

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/23/08	All Newscasts	2:52
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For years, Oakland has been trying to breathe new economic life into its downtown area and this evening, the city celebrated one success with the ceremonial grand opening of a new apartment complex. The Uptown Development is on Telegraph Avenue, just up Broadway from city hall and is the product of a process started years ago. Mayor Dellums and city officials cut the ceremonial ribbon this evening...Dellums said he was pleased that 25% of the project is affordable housing.

10/24/08	All Newscasts	:55
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At a time when some big-named banks are struggling to survive, small independent banks say they're actually thriving. Many small banks say the key to their success in such uncertain times is the fact that they didn't get involved in the once-lucrative sub-prime market. Instead...many small banks say over the years, they stuck to traditional lending practices that protect both the bank and the customer. Such practices include working with borrowers to make sure they can re-pay their mortgages and loans.

12/2/08	All Newscasts	2:35
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The country may be in a recession, but if you have cash and are willing to part with it, there are deals to be had. Many companies that are going out of business are offering deep discounts...and they are not the only ones.

12/2/08	All Newscasts	2:54
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Another 800 Bay Area workers are about to lose their jobs. The layoffs are part of massive cutbacks at the international shipping company "DHL." Last month the company announced that it is halting delivery operations in the U.S. And we know who will be affected here in the Bay Area and when they'll be losing their jobs. Here at the DHL delivery center in South San Francisco, workers say they've gone from 80 drivers to 22. But it soon will go to zero as this facility is scheduled to shut down next month when DHL ends all domestic operations focusing only on international deliveries. The anticipated job cuts came down today...805 jobs lost in the Bay Area and in surrounding communities. The teamsters union says it is trying to work out a severance agreement with DHL and set up some job retraining programs.

12/4/08 All Newscasts 2:49

In downtown Oakland, a real sign of the times, as a half finished construction project has been put on hold...and it's not the only one. But at the other end of the spectrum, an upscale new restaurant tonight and it was quite an opening. According to the developer, the project, financed in boom times, was completed before the bust. But across Oakland, the tightening credit market is putting the future of major redevelopment projects in question. "Citywalk," with its half-finished condominiums is on hold, shrink-wrapped for the season, a let down for nearby businesses. Also, a look at other projects in Oakland that have been put on hold.

12/4/08 All Newscasts 2:57

U.S. jobs losses are really starting to add up. A new government report due out in the morning is expected to show the largest number of U.S. job losses in 30 years. Just today AT&T said it will cut 12,000 jobs. That announcement sent shockwaves through communities where AT&T is a major employer. San Ramon is one of those communities. The City of San Ramon could get hit as well...AT&T is San Ramon's second largest employer and city revenue would be lost. The company declined to say what cities and departments would be hit.

12/4/08 All Newscasts 2:35

Those dismal sales are leading to store closures and job losses and considerable anger. As many in the retail business watch Wall Street and maybe the automakers get big bailouts...they're wondering why they're not getting help too. These were the last hours for the Shoe Pavilion in Emeryville, one of sixty-four Shoe Pavilions shutting their doors forever. No bailout for Circuit City or Bay Area based Mervyn's who are also closing their doors.

12/5/08 All Newscasts 2:46

The U.S. Labor Dept. is reporting a stunning surge in unemployment. In just one month, more than half a million Americans lost their jobs. A staggering 533,000 jobs were lost in November; it's the biggest monthly number since 1974. The unemployment rate now stands at 6.7%...a fifteen year high. And more than 10 million Americans are out of work. California's jobless rate is already more than 8% higher than the national average of 6.7%. Now with California's own budget crisis, some experts say the federal government will need to provide more help to states...and extend unemployment benefits for those who need services.

12/5/08 All Newscasts 2:52

Berkeley's "Green Motors" threw a party tonight to celebrate its first year in business. The owner of the electric car dealership tells us he thinks lawmakers on Capitol Hill should focus on the future and fund emerging technologies instead of smokestack industries.

12/5/08

All Newscasts

2:18

American Express is changing the way it does business...canceling lines of credit for many small businesses and non-profits. The credit card giant says it has to adapt to the struggling economy. It's a move that will have a severe impact on some Bay Area residents who aren't even American Express customers. Lisa Giraldi is Executive Director of a small non-profit which serves 23 disabled clients. Their job coaches escort clients to work and guide them throughout their day. It's a program about living life in the real world...a program suddenly hit by a harsh reality. They received a letter saying that their business line of credit would be discontinued. That letter was from American Express, which says it will no longer offer business lines of credit...it is ending that service and focusing on other credit card services. Giraldi says that credit line was key to bridge the gap...created by payments from the state when they are late.

## Community Interest / Services

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/11/08	Bay Area People	6:57
The 12 <sup>th</sup> annual Arab Film Festival is still as strong as it was during their first year. Featuring a collection of 70 films from 13 countries, including Morocco, Lebanon, Algeria, Tunisia, and even the United States, the festival hopes to accomplish another goal of eliminating negative stereotypes of Arabs in the American mainstream media.		
10/25/08	Bay Area People	5:43
Voted as one of the top ten Halloween destinations by the Travel Channel, the Del'Osso Family Farm in Lathrop, California provides a range of Halloween fun. They feature "Pumpkin Blasters," shooting mini pumpkins at targets, a 30-acre corn maze, kiddie rides, a hay bale labyrinth and much more. Close to 125,000 people visit the family farm each September – October.		
11/15/08	Bay Area People	4:55
San Jose Glass Artists Alliance (SJGAA) will be hosting their First Annual Glass Ornament Show, featuring a sixty-foot wall filled with original hand-made glass art ornaments. The Glass Ornament Show will present the work of over 35 Bay Area glass artists. In addition to the holiday ornaments, art lovers will also find beautiful glass masterpieces such as sculptures, vases and jewelry. To kick off the month long show, the SJGAA will be hosting a special opening night reception. All proceeds from the sale of the glass artwork will benefit the local artists.		

## Consumerism

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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11/1/08	Bay Area People	7:05
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Identity theft is an ever-increasing phenomenon that not only affects companies all over the world, but more importantly, is affects us and our friends and families. The president of Cryptography Research explains what ID theft is and how individuals can prevent ID theft from happening to them.

Originally aired 5/24/08

## Crime & Justice

<u>Air Date</u>	<u>Program</u>	<u>Length</u>	
10/25/08	All Newscasts	5:28	An unusual collaboration by a wide range of Bay Area journalists including KTVU News has uncovered troubling actions in the police investigation of the assassination of a Bay Area journalist last year. The Chauncey Bailey Project has unearthed internal police documents showing key evidence in the killing of Bay Area journalist Chauncey Bailey has been ignored by the Oakland Police Department. Evidence indicating the head of a notorious Oakland organization may have masterminded the shooting, but hasn't been charged. The investigating officer and the Oakland Police Department command now refuse to answer questions about the Chauncey Bailey investigation.
12/2/08	All Newscasts	2:42	This year in San Francisco, violence has killed nearly one hundred people. To try to reduce the violence, the city started something called "Gunstop," where people would be rewarded for calling in tips about illegal weapons. But so far, at least, the phones are not exactly ringing off the hook. Even though the callers can remain anonymous, only six tips have come in and just two have panned out since the program began in June. Some city officials are concerned about citizens' unwillingness to come forward, not just in gun cases, but in homicide investigations as well. The city is offering \$250,000 rewards in sixteen different killings...the highest rewards for homicide in the country. But police have made no arrests in any of the cases. City officials say they hope recent news stories about "Gunstop" will help encourage more calls. People here in the Bayview say they program needs more than just publicity.

## Economy

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/23/08	All Newscasts	2:52
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For years, Oakland has been trying to breathe new economic life into its downtown area and this evening, the city celebrated one success with the ceremonial grand opening of a new apartment complex. The Uptown Development is on Telegraph Avenue, just up Broadway from city hall and is the product of a process started years ago. Mayor Dellums and city officials cut the ceremonial ribbon this evening...Dellums said he was pleased that 25% of the project is affordable housing.

10/23/08	All Newscasts	2:47
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It was the housing crisis that sparked the financial meltdown. Now the government has been working on a new plan to use bailout money to help families facing foreclosure...and some it's not a moment too soon. New numbers show foreclosure's nationwide jumped 70% this summer. In the Bay Area, Contra Costa County is ground zero for foreclosures. In just the past three months, almost 4,000 families here have lost their homes and there's no end in sight.

10/24/08	All Newscasts	2:47
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Traders say it could have been worse. Overseas markets have fallen even lower overnight...and the trading of futures in the U.S. markets was halted prior to today's opening. As KTVU reports, there are signs of recession everywhere. What people want to know is...how long will it last? At the Bay Bridge dealerships at Oakland's Broadway Auto Row, at least a dozen people a day used to come in looking to buy the Kia's, Dodges, Jeeps and Chryslers...now, some days it's down to one.

10/26/08	All Newscasts	4:20
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it is, without doubt, the number one issue this election year: the struggling economy. Which presidential candidate has a better plan to turn it around. Which candidates tax proposals would most help you? KTVU's political editor takes a look in tonight's special report. Both Barack Obama and John McCain have been trying to show they feel American's pain...but they're proposing radically different ideas.

10/28/08	All Newscasts	2:45
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The surge in stocks does not reflect the attitude of consumers. Consumer confidence is way down according to new figures released today. Does it mean people are cutting back? And will stores try to bring them in with discounts? Call most of them browsers, but not buyers, on Berkeley's upscale Fourth Street these days.

10/28/08      All Newscasts      2:30

It was a day you would think would provoke jubilant celebration...the second highest point rally in stock market history. Instead, it has market watchers on the San Francisco floor of the New York Stock Exchange wondering if we're really rebounding off the bottom...or setting the stage for another steep dive. There was no economic news that was positive, so today's rally on the surface...just doesn't make sense.

10/29/08      All Newscasts      2:43

As expected, the Federal Reserve cut the interest rate that banks charge each other for short-term loans...to its lowest level in four years. In fact, the federal funds rate hasn't been lower since 1958 when Eisenhower was President. KTVU has tonight's update on the beleaguered economy. U. S. Senator Barbara Boxer in San Francisco today outlined an opportunity she says a recession brings...government money in a second stimulus package to upgrade the country's infrastructure.

10/29/08      All Newscasts      2:55

And behind each of these foreclosures there is a human story of an individual or a family losing their home. Where do they go, what do they do, and how do they start over. Tonight, the story of one Bay Area family dealing with those difficult questions. The Ramos family has been foreclosed on, three years after they bought this Antioch house for \$580,000. Housing relief agencies in East Contra Costa County say they've seen no let up in calls from homeowners who are facing default and desperate to get their loans modified. Antioch's mayor estimates at least ten percent of the housing in this city is in foreclosure, or will be.

12/4/08      All Newscasts      2:30

Now they say they get it. CEO's of Detroit's Big 3 automakers left their corporate jets at home and drove their companies' hybrid cars to Capitol Hill to ask for taxpayer money. They came to a Senate Committee with plans for viability and with more humility than last month, when they left here with their pockets empty. U.C. Berkeley Professor of Energy Dan Kammen says Detroit has a long way to go to make innovative, energy efficient cars that can compete with Japan and Europe. He thinks the domestic carmakers "can" innovate, diversify and compete, but says it'll take time and first...they have to survive.

12/4/08      All Newscasts      2:59

A new push is underway in Washington to lower mortgage rates to levels unseen in years. The idea is to get the housing market and the economy moving again. Just last week the average rate on a 30 year fixed mortgage was 6%. This week it fell to 5.5%. Now, the Treasury Department is floating a proposal that would use government money to lower rates to 4.5%. But that rate may only be available to first time buyers. There's no word on how much the proposed treasury program would cost. But congress has authorized \$350 billion in bailout funds for a so-called "rescue" plan to help people buy or keep their homes.



12/6/08      All Newscasts      2:30

Dozens of autoworkers converged on San Francisco today to voice their support for a bailout of Detroit carmakers. They say without federal help, hundreds of thousands of workers will lose their jobs and the nation's economy will get even worse. A collapse of the auto industry could lead to an estimated loss of an additional three million jobs. And today, Speaker Nancy Pelosi softened her opposition on using, temporarily, \$25 billion set aside for fuel efficient cars to fund the bailout. These UAW workers want jobs and they want an answer soon, but they may have to wait. Even though a deal looks close, it is possible that a smaller bailout package could be passed now, with the bulk of the problems passed onto a new administration.

12/9/08      All Newscasts      2:48

Lawmakers in the nation's capitol announced an agreement in principle tonight, on a \$15 billion bailout for the nation's automakers. Some sticking points remain, but a vote could come tomorrow. As KTVU reports, that could be a big relief for workers at the Nummi plant in Fremont, where cutback are underway. If there isn't a deal soon, workers here at Nummi, the only U.S. auto plant West of the Rockies, fear for the future. The pioneering joint effort between General Motors and Toyota that started in 1984 in Fremont is shutting down longer than usual over the holidays...12 extra days starting December 18<sup>th</sup> and scattered through January. For now, workers are still turning out cars, but they say they know that if people aren't buying them, then Nummi doesn't need workers to make them.

12/9/08      All Newscasts      2:44

Calling it one of the worst financial crises facing the city since the 1930's, San Francisco's mayor outlines a painful plan to deal with a growing deficit. It included hundreds of job cuts. But with \$118 million mid-year deficit to contend with, hope seems to be in short supply. 399 city workers are set to receive pink slips this Friday. Officials would not detail who would be laid off, but they acknowledged many will come from the Public Health Department and even the mayor's office.

## Education

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
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10/28/08	All Newscasts	2:43
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A software glitch has created a financial fiasco for thousands of Bay Area college students. The problem has left the students without the financial aid they rely on.

10/28/08	All Newscasts	2:30
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Here in Oakland tonight, students from four East Bay community colleges gathered at the Peralta Community College District office to ask why they still haven't received their financial aid checks. These students from Berkeley City College, Laney College, Merritt College and the College of Alameda attended tonight's district meeting to let the school board know they're struggling financially. The school semester started on August 21<sup>st</sup>. now, more than two months later, school officials acknowledge that only one thousand of four thousand students awaiting financial aid checks have received them, due to computer glitch. The student body at Berkley City College told us student leaders have been giving out free soup and crackers to struggling students who haven't received their checks and are facing a dire situation. Others say they now have to work full time to make ends meet, while still carrying a full load at school. Tonight, district officials told KTVU checks will be distributed to the remaining four thousand students by Friday.

11/1/08	Bay Area People	7:14
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Mission High School is thrilled that 33 of their students have been accepted into U.C. Berkeley's Summer Academic Talent Development Program (ATDP). These students may be children of immigrant families, or a member of an ethnic minority, but all are from poor to low-income economic backgrounds. They are not the kind of students to graduate from high school, nor go onto college. These students need to raise money for their tuition fee in order to attend the ATDP summer program, so on May 30<sup>th</sup>, Mission High invites everyone to attend "Futuro Sin Fronteras," an evening filled with performances, music, and dancing. This fundraising event will also help pay for supplies, books and transportation costs.  
Originally aired 5/24/08.

## Energy, Environment & Transportation

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/4/08	Bay Area People	15:57
<p>Seismologists have been warning the Bay Area that the next big earthquake will occur on the Hayward fault line and will be 6.8 or greater in magnitude. One reason they know that the Hayward fault will go is that October 21<sup>st</sup>, 2008 will mark the 140<sup>th</sup> anniversary of the 1868 Hayward earthquake, which was the first great "San Francisco earthquake" and one of the most damaging earthquakes in the nation's history. The Hayward fault has not had a major shake since 1868 and experts know that the history of this fault shows that a major quake will occur, on average, every 140 years. The Hayward fault is about 40 miles long stretching from San Pablo Bay down to Milpitas. A repeat of the 1868 earthquake today would affect property worth more than \$500 billion and approximately 200,000 – 300,000 people will be homeless.</p> <p>Originally aired 5/14/08.</p>		
10/4/08	Bay Area People	7:44
<p>Less than 7% of us will be ready for the next big quake, so getting prepared with proper safety kits should be high on everyone's agenda. It's recommended that we have a survival kit in the car, at work, as well as for the home. You can create your own survival kit or purchase one ready-made for use. Remember, you and your family should plan on surviving on your own for at least 72 hours before emergency responders may reach you. A storefront business called, "Your Safety Place," in Dublin not only has survival kits for purchase, but they also offer free seminars and information on earthquake safety.</p> <p>Originally aired 5/14/08.</p>		
10/23/08	All Newscasts	2:47
<p>Specialists at the Marine Mammal Center in Marin County say they're seeing huge increase in the number of sick sea lions, with a disease that can be fatal. What they don't know is...how the animals are getting it.</p>		
10/31/08	All Newscasts	2:25
<p>The storms that are passing through the Bay Area are generating water worries among people living in the Santa Cruz Mountains. Families whose homes survived the Summit Fire last spring, now are worried about erosion on the burned out land. And even though they say the state had promised them help, now they say, they may be on their own.</p>		

12/2/08      All Newscasts      2:38

San Francisco residents got their first chance tonight to voice their concerns about a proposal that could end up costing drivers money. It's known as "congestion pricing" and its use in London and some European cities. But San Francisco would become the first city in the U.S. to use it if it's approved. San Francisco's Transportation Authority got a federal grant to study "congestion pricing"...fees paid by drivers who hit the road when traffic is the heaviest.

12/5/08      All Newscasts      2:38

The dry weather we've been having in the Bay Area is causing some concern among local water officials. There's even talk of possible rationing. But the lack of precipitation does have a bit of an upside.

12/14/08      All Newscasts      2:30

The Bush Administration issued controversial new regulations today that revise the Endangered Species Act. The relaxed rules are upsetting environmentalists and in time will likely be overturned by the Obama administration. San Francisco Republican Party Spokesman Ramiro Maldonado says reforms of the Act are needed. The Bush administration says current rules require government biologists to sign off on projects even if they're not likely to harm endangered species. The Sierra Club told us it plans to file a lawsuit and ask for an injunction to stop the revisions from going into effect.

12/26/08      Bay Area People      5:27

Friends of the Urban Forest and the Department of the Environment are offering San Francisco residents a chance to order a living, potted Christmas tree. You can temporarily adopt a potted tree destined for San Francisco's sidewalks, medians and parks. After the holiday season, Friends of the Urban Forest will come pick it up from your house. Registration ends December 8<sup>th</sup>, hurry, while supplies last.

## Government

<u>Date</u>	<u>Program</u>	<u>Length</u>
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10/23/08	All Newscasts	2:28
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Governor Schwarzenegger hit the campaign trail today. But he wasn't stumping for a candidate. The Governor stopped on the Peninsula to support a ballot measure that many California voters haven't decided on. KTVU takes a look at Prop. 11 - the redistricting proposition. Prop. 11 would take the authority of redrawing Assembly and State Senate district, which takes place after every census, away from legislators, and give the power to a 14-member bi-partisan citizen's commission. The Governor lost a similar fight in 2005, when he tried to have the authority given to a panel of retired judges, but this time, Schwarzenegger is using California's recent drawn out budget process to push for a change.

10/29/08	All Newscasts	2:25
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Just two months after cutting billions of dollars in spending from California's budget, Governor Schwarzenegger warned today, the state's budget deficit is growing daily. And cuts to essential services and a tax hike may be imminent. At a campaign event in Concord this afternoon, the Governor said the special session will deal with California's deepening fiscal crisis. The California Teacher's Association says the state's public schools could face up to four billion dollars in new cuts. The mother of a student at Oakland's Garfield Elementary School told us she's concerned that the after school program...she and other financially strapped parents rely on to keep their children safe and off the streets...will be the first to go.

10/31/08	All Newscasts	1:07
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Palo Alto's police chief said today, she misspoke, but her comments at a meeting last night, ignited a storm of controversy over whether the city's officers conduct racial profiling. Tonight, a Bay Area Congresswoman called for the chief's resignation.

## Health

<u>Date</u>	<u>Program</u>	<u>Length</u>
10/18/08	Bay Area People	7:58
Stressed over finances and what might happen with the economy? Dr. Michael Tompkins discusses the role each individual plays in decreasing their personal anxiety level. Worrying about money and job security does nothing to provide comfort in times of great economic stress. Dr. Tompkins demonstrates how to steady our nerves and why it is important to our overall health and well being.		
10/22/08	All Newscasts	2:36
A new study finds the U.S. suicide rate is up for the first time in a decade, and its rising most among middle aged white women. Mental health experts say they aren't certain why, but they do have theories. Mental health experts say that baby boomers are a group that has been hit hard by the economy. They have recently lost they're jobs and they are in a bad situation. Their mortgages are readjusting and they are losing their health care benefits. Mental health care supervisor Gabriella Olivarez agrees with the study but says there are different ethnic and economic factors at play here in the Bay Area. She thinks there are more stresses here because of the fast pace and the expensive cost of living. The prime message is that there is help available.		
12/13/08	Bay Area People	19:06
An estimated 1 out of 2000 births result in a child born with a disorder of sex development (DSD), also known as an intersex condition. Babies with this condition are born with physical genitals that are not typical of male or female characteristics. Palo Alto author and scholar Katrina Karkazis, Ph.D, wrote a book on the topic named, "Fixing the Sex: Intersex, Medical Authority and Lived Experience." And she joins us in the studio to explain what it means to have and intersex condition.		

## Social Issues

<u>Air Date</u>	<u>Program</u>	<u>Length</u>
10/11/08	Bay Area People	8:21
An estimated 42 million people around the world have been forced to flee their homes and seek refuge because of violence or war. Doctors without Borders is a medical humanitarian organization that delivers emergency aid to people affected by these problems in nearly 60 countries. From October 15 – 19, Doctors without borders will be holding and exhibit, “A Refugee in the Heart of the City.” This exhibit will show visitors how refugees and internally displaced persons (IDP’s) confront the challenges that threaten their survival such as: building shelter, finding food and clean water, and enduring disease.		
10/11/08	Bay Area People	7:28
A class offered by the University of California Berkeley helps veterans handle the transition from military life to student life. Veterans in Higher Education is a class that explores strategies from academic success, including time management, developing relationships with mentors, and ways to study and prepare for tests.		
10/18/08	Bay Area People	7:29
In 2007 alone, over 1.2 million youth were reported as runaways. Larkin Street Youth Services is an outreach program, which assists in runaway youth awareness and provides aid to youth who have nowhere else to go. The Green Light Project is set to kick off National Runaway Prevention Month in November. By replacing your porch light with a green bulb, you’ll send their simple message for awareness of youth runaways.		
10/18/08	Bay Area People	6:22
Since 1993, Hopalong Animal Rescue in Oakland and Second Chance Animal Rescue in Marin have been saving animals from overpopulated shelters in Northern California. They are now looking for a loving home for Aaron, a one year old Chihuahua who was rescued after being hit by a car. They will be holding their 4 <sup>th</sup> annual Fur Ball Fundraiser On Saturday, November 8 <sup>th</sup> from 6-10pm at the Clark Kerr Conference Center in Berkeley. The fundraisers proceeds will benefit two organization’s rescue efforts.		
10/25/08	All Newscasts	2:42
Last year, another free phone information service 2-1-1 started up in the Bay Area. 2-1-1 is for people and families in crisis looking for immediate help. It is offered by the many and varied social service “safety nets.” In a way, it’s a gauge of the Bay Area’s level of pain. Anthony Jackson is one of an elite group of 2-1-1 specialists who find food, shelter, financial, medical and mental help for those in dire straits. He says in just the eighteen months he’s worked here, the need has skyrocketed. For more and more people in our battered economy, what goes on in these cubicles is very likely the last stop before a true disaster.		

10/29/08      All Newscasts      3:07

A pivotal time in history is being remembered tonight at San Francisco State University. In 1968, there was a student strike on campus that proved to be a turning point in the quest for racial equality and minority students. In 1968, mostly minority students at San Francisco State staged demonstrations and clashed with police demanding racial equality. They tried to shut down the school. Actor Danny Glover was part of the 40 year reunion tonight of members of the Third World Liberation Front. He was had been arrested and gone to trial. Of the fifteen demands, the most critical components were to establish an ethnic studies department and a black school, both of those were achieved and they are thriving.

11/1/08      Bay Area People      7:30

An alarming 40% of college students and kids as young as 12 years old binge drink. The Solano County Office of Education in association with Time line Media Productions has created an educational documentary entitled, "Binge Drinking: The Rite of Passage," which focuses on the dangers of underage drinking particularly among high school students. The documentary will be available to school districts throughout the Bay Area. Originally aired 5/4/08.

11/15/08      Bay Area People      8:22

fAction is a collective of Bay Area women who combine fashion with social action. In their first public fundraising event will benefit women who have been abused and sexually assaulted in Darfur. It is their goal to make people more aware of violence against women and especially to address the abuse of women in Darfur. Faction will host a silent auction featuring fashion pieces and baskets created by Darfuri women. All proceeds will go to the Darfur Women's Center.

11/15/08      Bay Area People      8:00

November 25<sup>th</sup> has been recognized as the United Nation's International Day for the Elimination of Violence Against Women. To commemorate this day, the Women's Wisdom Work Collective of San Francisco, a local committee of artists and activists, will be hosting three days of music, dance, art, film, and poetry. The celebration begins with a proclamation from the steps of City Hall in San Francisco. The following days will feature a block party, ritual walk, and a special night of film, poetry and music. All of the events are free and open to the public.

11/22/08      Bay Area People      6:30

Jennifer Cullenbine, known as the Queen Elf, and founder of the Family Giving Tree, provides holiday cheer for needy and underprivileged Bay Area children with toys for the Holiday season. Various Bay Area non-profit agencies and businesses display wish cards with a child's name, gender, age, and wish for a gift item. The public is then asked to pick up a card and to purchase the requested item. The Family Giving Tree then makes sure that these children receive their gift for Christmas. For more information on public locations near you, visit the Family Giving Tree website and start fulfilling wishes and



changing lives. In addition, the organization is looking for a donation of warehouse space to hold the thousands of toys they collect.

11/22/08 Bay Area People 7:58

Thanksgiving is only days away, and yet some families are not prepared. Due to the economic slump, this holiday season has had an increase in families relying on the support of local food banks. Local food bank representatives, Lynn Crocker from Second Harvest Food Bank of Santa Clara and San Mateo Counties, and Larry Sly from the Food Bank of Contra Costa and Solano Counties are featured guests. Together they discuss the impact one donation might have on a struggling parent wishing to feed their families for the holidays.

12/6/08 Bay Area People 6:07

The National Institute of Art and Disabilities (NIAD) is an arts center that works with people who have physical and developmental disabilities. NIAD provides a working space for these artists to create and explore their talents. 50% of the proceeds from each painting or work of art sold will benefit the artist.

12/6/08 Bay Area People 6:10

A group of San Francisco artists founded Visual Aid in 1989 as a means to help Bay Area artists with life threatening and terminal illnesses preserve and continue their artwork. What began as a network for artists living with HIV/AIDS has now expanded to include all life-threatening and terminal illnesses. Now, art lovers can purchase unique pieces of artwork ranging from paintings to sculptures and photography by visiting Visual Aid in San Francisco or logging onto their website. All proceeds benefit Visual Aid and the individual artist.

KTVU

Public Service Announcements

## **PUBLIC SERVICE ANNOUNCEMENTS**

### **COMMUNITY CALENDAR**

### **PUBLIC SERVICE ANNOUNCEMENTS**

These locally produced, :30 (thirty second) billboards air during the following KTVU newscasts as well as during the regular broadcast day:

KTVU Channel 2

Morning News	Monday – Friday	5:00am – 7:00am
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Mornings on 2	Monday – Friday	7:00am – 9:00am
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The 5 O’Clock News	Sunday	5:00pm – 6:00pm
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(psa’s are :10 (ten seconds) in length during this program)

The 10 O’Clock News	Monday – Saturday	10:00pm – 11:00pm
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The following are all **Community Calendar Announcements**:

**Alameda County Library**

Help eliminate illiteracy and give someone a better chance at life. The Alameda County Library needs volunteer tutor to teach basic reading and writing skills to inmates. All sessions take place at the Alameda County jails in Dublin and Oakland.

Aired 10/7, 8, 23, 26.

**Charity Turkey Bowl**

Bowl with the pros and local celebrities at the annual Charity Turkey Bowl at Serra Bowl in Daly City. The Tuesday, November 25<sup>th</sup> event helps feed Bay Area families in need during the holidays, especially in these hard economic times. Donations will be accepted and proceeds benefit the St. Anthony Dining Room and the North Peninsula Food Pantry and Dining Center.

Aired 10/29, 31, 11/2, 3, 5, 6, 9, 11, 13, 19, 24.

**Friends of Dublin Library**

Looking for a great gift for the avid reader on your shopping list? Stop by the "Holiday Book Sale" on Saturday, December 6<sup>th</sup> at the Dublin library. Find a great assortment of hardcover books in excellent condition. Choose from children's literature, photography, cookbooks and more. All proceeds benefit the Friends of the Dublin Library.

Aired 12/5.

**Hatwalk**

Celebrate hats and their importance to cancer survivors at the fourth annual "Hatwalk" on Saturday, November 1<sup>st</sup>. The event takes place at the Hyatt Regency in Burlingame and features a fashion show and auction of designer headwear. All proceeds benefit the Asian American Cancer Support Network for cancer education and screenings.

Aired 10/27, 28, 30, 31.

**Hopalong Animal Rescue**

Join KTVU's Rosy Chu at the fourth annual "Fur Ball" on Saturday, November 8<sup>th</sup>. This festive event features food, drinks, music, and a silent auction, all taking place at the Clark Kerr Conference Center in Berkeley. All proceeds benefit Hop-Along and Second Chance Animal Rescue to save abandoned pets from being put to sleep.

Aired 11/3, 5, 6.

**Japantown Community Congress of San Jose**

Immerse yourself in Japanese culture at the "Spirit of Japantown Festival in San Jose. The eight block street fair takes place 10/4. Catch the spirit with live entertainment, authentic Japanese food, toys and goods from Japan's rich history and pop culture.

Aired 10/1, 10/4.

**Lighted Yacht Parade**

It's time for the 32<sup>nd</sup> annual Lighted Yacht Parade. This annual floating Christmas light show takes place on Saturday, December 6<sup>th</sup> along the Oakland-Alameda Estuary. The Oakland Firefighters and the Alameda County Community Food Bank will be on hand to collect toys and food for Bay Area families.

Aired 11/17, 18, 20, 12/4.

**Marin County Triathlon**

Get in shape and attend the first ever Marin County triathlon on 10/26. The event takes place at McNears Beach County Park in San Rafael. The competition consists of a one and a half k swim, a 40k bike ride, and a 10k run! Compete against athletes of your own ability with proceeds benefiting various non-profits.

Aired 10/26, 10/5, 6, 9, 12, 14, 19, 20, 21, 24.

**United Way**

It is difficult for bay Area families to make it in these tough economic times. But there is hope with the United Way. Call 2-1-1 to be connected to a network of organizations that assist with meals, housing and healthcare. And if you can support the United Way and their services, call 2-1-1 to donate your time, money and even food.

Aired 12/10, 12.

**Bay Area People Community Calendar -**  
**Billboard Public Service Announcements**

The following are Bay Area People Community Calendar Announcements. These :10 (ten second) Community Calendar Announcements aired during the program Bay Area People:

10/11/08

- Croatian Festival, Oct. 18 & 19, Croatian American Cultural Center, 60 Onondaga Ave., San Francisco.
- Volunteers needed, Hospice Thrift Shoppes, Alamo, Danville, Walnut Creek, Concord, Antioch.
- Cable Car Pull, Make-A-Wish Foundation, Oct. 18<sup>th</sup>, 8am-2pm, Aquatic Park, San Francisco.

10/18/08

- Pet Pride Day, Oct. 26<sup>th</sup>, Noon-3pm, Sharon Meadow, Golden Gate Park, San Francisco.
- Charity Turkey Bowl, benefiting Bay Area Food Centers, Nov. 25, 10am-4pm, Serra Bowl, Daly City.
- 44<sup>th</sup> annual Marin Ski & Snowboard Swap, Oct. 25 & 26, 9am-4pm, Demo Sport, San Rafael.

10/25/08

- Power of Change Fashion Event benefiting Wardrobe for Opportunity, Oct. 30, 6pm-8pm, the Rotunda Building, Oakland.
- 33<sup>rd</sup> annual American Indian Film Festival, Nov. 7-15, various locations, San Francisco. [www.aifisf.com](http://www.aifisf.com)
- Annual Armenian Food Festival, Nov. 8, Noon-9pm, Calvary Armenian Congregational Church, Brotherhood Way, San Francisco.

11/15/08

- Latino Film Festival, now through Nov. 23, various Bay Area locations.
- 11<sup>th</sup> annual Point Reyes Open Studios, Thanksgiving weekend, Nov. 28-30, Point Reyes Station.
- Art for Literacy: Help a Kid Read Benefit Concert, Nov. 22, 7pm-11pm, Grand Ballroom, Fairmont hotel, San Francisco.

11/22/08

- Berkeley Open Studios, Self-Guided Tours, Nov. 29-30, Berkeley.

12/6/08

- 32<sup>nd</sup> annual Lighted Yacht Parade, Jack London Square, Oakland/Alameda Estuary, Dec. 6, 5:30pm.
- Holiday Traditions Around the World, San Mateo County History Museum, Dec. 6, 10-4pm.
- Silver Bells Arts & Crafts Faire, benefiting Kimochi, Inc. Dec. 13, 10am-4pm. The Event Center at St. Mary's Cathedral, San Francisco.

### **Public Service Announcements**

KTVU airs PSA's during its broadcast day. These include PSAs produced by KTVU, as well as regional and national announcements. Announcements range in length from :10, :15, :20, :30, and :60 seconds.

### **KTVU- Public Service Announcements for Local Organizations:**

AA Cancer Support Network  
Bay Area Food Bank  
Bay Kids  
City of Oakland  
Family Builders (adoption agency)  
Friends of the Dublin Library  
Hop-Along Animal Rescue  
KTVU-DTV  
Lighted Yacht Parade  
Oakland Zoo  
One Warm Coat  
SF Connect  
San Francisco Unified School District  
Serra Bowl  
Wells Fargo  
    - Marina  
    - SF Friends of Library

## **National PSA's**

Accept Responsibility  
Aging Services of CA  
American Diabetes Association  
American Rescue Assn.  
California Dept. of Consumer Affairs  
Cancer Project  
Center for Economic & Entrepreneurial  
Communities in Schools  
EPA  
Electrical Safety Foundation  
Energy Star  
Flex Your Power  
Habitat for Humanity  
League of Women Voters  
March of Dimes  
NAB- DTV  
NAB American Legacy Foundation  
NASA  
National Downs Syndrome Conf.  
National Osteoporosis Foundation  
National Psoriasis  
National Stroke Assoc.  
PETA  
Partnership for a Drug Free America  
Prevent Blindness America  
Project Vote Smart  
Rechargeable Battery Recycling  
Susan G. Komen  
UNICEF  
Ad Council-  
    Anti-Steroids  
    Childhood Asthma  
    College Access  
    Energy Efficiency  
    Fatherhood Involvement  
    High School Dropout Prevention  
    Inspiring Invention  
    Men's Preventative Health  
    Obesity Prevention  
    Online Exploitation  
    Preventative Health  
    Young Adult



## **FOX PUBLIC SERVICE ANNOUNCEMENTS**

**FOX NETWORK  
PUBLIC SERVICE ANNOUNCEMENTS**

The following pages of Fox Network Primetime/Sports/Late-Night PSA's aired during the 4<sup>th</sup> quarter of 2008:

OCTOBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

DATE	PROGRAM	DAY	TIME	ISCI
1-Oct-08	BONES	WED	8:19:14P	PSADTV30TAYLOR
2-Oct-08	HOLE IN THE WALL	THU	8:24:51P	FKFF6121
2-Oct-08	HOLE IN THE WALL	THU	8:54:54P	PSA15PAUSE08
3-Oct-08	DON'T FORGET THE LYRICS	FRI	9:53:57P	CNMM74301
4-Oct-08	COPS	SAT	8:21:39P	MAW001
5-Oct-08	KING OF THE HILL	SUN	7:17:31P	PSADTV20JONES
5-Oct-08	THE SIMPSONS	SUN	8:02:36P	NAB4ABOX30ENGs
6-Oct-08	PRISON BREAK	MON	9:53:35P	NAB4ABOX30ENGs
7-Oct-08	HOUSE	TUE	8:30:28P	FKFF6121
8-Oct-08	TIL DEATH	WED	9:54:46P	PSA30PAUSE08R
10-Oct-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:20:02P	CNMM74301
11-Oct-08	COPS	SAT	8:22:13P	CNMM74301
12-Oct-08	RS NATIONAL OVERTIME	SUN	7:38:37P	CHILDHEALTHFUND
14-Oct-08	HOUSE	TUE	8:17:54P	PSADTV15EDELSTN
14-Oct-08	HOUSE	TUE	8:39:55P	015GD18NAB110007
16-Oct-08	KITCHEN NIGHTMARES	SUN	9:53:44P	NAB4ABOX30ENGs
17-Oct-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	9:51:15P	PSA30PAUSE08R
18-Oct-08	COPS	SAT	9:51:40P	CNMM74301
19-Oct-08	NFL NATIONAL GAME	SUN	4:12:22P	CHILDHEALTHFUND
19-Oct-08	NFL NATIONAL GAME	SUN	4:24:35P	CHILDHEALTHFUND
19-Oct-08	AMERICAN DAD	SUN	9:58:21P	NAB4ABOX30ENGs
20-Oct-08	PRISON BREAK	MON	9:52:44P	FKFF6121
21-Oct-08	HOUSE	TUE	8:22:11P	FKFF6121
24-Oct-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:50:11P	NAB4ABOX30ENGs
26-Oct-08	NFL REGIONAL GAME	SUN	2:38:11P	XNPW380130H
26-Oct-08	NFL REGIONAL GAME	SUN	3:49:25P	XNPW180110H
26-Oct-08	NFL REGIONAL GAME	SUN	4:44:29P	XNPW180110H
26-Oct-08	NFL NATIONAL GAME	SUN	5:52:31P	XNPW380130H
27-Oct-08	WORLD SERIES GAME #5	MON	10:12:40P	MAW001
28-Oct-08	HOUSE	TUE	8:20:16P	NAB4ABOX30ENGs
30-Oct-08	KITCHEN NIGHTMARES	THU	9:53:15P	EPSA100130G10
31-Oct-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:52:33P	FKFF6122
31-Oct-08	DON'T FORGET THE LYRICS	FRI	9:53:26P	PSADTV15BRADY

1/6/2009

OCTOBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

4:59 PM

PSA DESCRIPTION	LENGTH
DTV TRANSITION/ TAMARA TAYLOR	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:15
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
FOX SUPPORTS/MAKE A WISH FOUNDATION	:30
DTV TRANSITION/ RICHARD JONES	:20
NAB/DIGITAL TV TRANSITION	:30
NAB/DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
CHILDREN'S HEALTH FUND	:30
DIGITAL CONVERTER BOX	:15
NAB/DIGITAL TV TRANSITION	:15
NAB/DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
CHILDREN'S HEALTH FUND	:30
CHILDREN'S HEALTH FUND	:30
NAB/DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
NAB/DIGITAL TV TRANSITION	:30
NFL UNITED WAY/ DONTE WHITNER	:30
NFL/ UNITED WAY/ ELI MANNING	:10
NFL/ UNITED WAY/ ELI MANNING	:10
NFL UNITED WAY/ DONTE WHITNER	:30
FOX SUPPORTS/MAKE A WISH FOUNDATION	:30
NAB/DIGITAL TV TRANSITION	:30
FOX SUPPORTS/CHILDREN'S HEALTH FUND	:30
KAISER FAMILY FOUNDATION/PATTERN	:15
DTV TRANSITION/ WAYNE BRADY	:15

1/6/2009

NOVEMBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

4:59 PM

DATE	PROGRAM	DAY	TIME	ISCI
1-Nov-08	COPS	SAT	8:22:08P	CNMM71301
2-Nov-08	NFL REGIONAL GAME	SUN	1:42:00P	XNPW180110H
2-Nov-08	NFL NATIONAL GAME	SUN	5:00:06P	XNPW180110H
2-Nov-08	KING OF THE HILL	SUN	7:06:57P	FZAA0713
2-Nov-08	KING OF THE HILL	SUN	7:36:25P	FZAA0707
2-Nov-08	AMERICAN DAD	SUN	9:58:21P	FKFF6121
3-Nov-08	SARAH CONNOR CHRONICLES	MON	8:11:16P	PSADTV20JONES
5-Nov-08	HOUSE	WED	9:17:04P	FKFF6122
5-Nov-08	HOUSE	WED	9:51:46P	PSADTV15EDELSTN
6-Nov-08	KITCHEN NIGHTMARES	THU	8:34:37P	FKFF6121
7-Nov-08	DON'T FORGET THE LYRICS	FRI	9:50:03P	CNMM74301
8-Nov-08	COPS	SAT	8:21:59P	NAB4ABOX30ENG
09-Nov-08	THE SIMPSONS	SUN	7:39:15P	FKFF6121
10-Nov-08	SARAH CONNOR CHRONICLES	MON	8:22:47P	PSA30PAUSE08R
11-Nov-08	HOUSE	TUE	8:22:02P	USOE0730
12-Nov-08	BONES	WED	8:06:33P	NAB4ABOX30ENG
13-Nov-08	KITCHEN NIGHTMARES	THU	8:14:27P	NAB4ABOX30ENG
14-Nov-08	DON'T FORGET THE LYRICS	FRI	9:46:07P	FKFF6122
14-Nov-08	DON'T FORGET THE LYRICS	FRI	9:55:38P	PSADTV15BRADY
15-Nov-08	COPS	SAT	8:21:57P	CNMM74301
16-Nov-08	NFL NATIONAL GAME	SUN	2:38:14P	CHILDHEATLTHFUND
16-Nov-08	FAMILY GUY	SUN	9:28:05P	NAB4ABOX30ENG
17-Nov-08	SARAH CONNOR CHRONICLES	MON	8:09:07P	NAB8RRANIM30EN
18-Nov-08	HOUSE	TUE	8:14:25P	NAB8RRANIM30EN
19-Nov-08	HOUSE	WED	9:40:26P	OLPC2008010
20-Nov-08	KITCHEN NIGHTMARES	THU	8:14:27P	FKFF6122
21-Nov-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:55:43P	OLPC2008010
22-Nov-08	COPS	SAT	8:21:49P	OLPC2008010
22-Nov-08	AMERICA'S MOST WANTED	SAT	9:56:57P	PSA15PAUSE08
23-Nov-08	RS NATIONAL POSTGAME	SUN	7:41:11P	OLPC2008010
23-Nov-08	KING OF THE HILL	SUN	7:07:55P	FZAA0707
23-Nov-08	KING OF THE HILL	SUN	7:26:36P	PSADTV20JONES
23-Nov-08	KING OF THE HILL	SUN	7:36:14P	FZAA0713
23-Nov-08	24 PREQUEL	SUN	8:45:21P	PSACHILDSOL15
23-Nov-08	24 PREQUEL	SUN	9:38:25P	PSA15TWFMALARIA
24-Nov-08	PRISON BREAK	MON	9:52:27P	NAB8RRANIM30EN
25-Nov-08	HOUSE	TUE	8:14:59P	OLPC2008010
27-Nov-08	THANKSGIVING POSTGAME	THU	7:44:29P	OLPC2008010
27-Nov-08	FOX MOVIE	THU	9:47:38P	NAB8RRANIM30EN
28-Nov-08	FOX MOVIE	FRI	9:53:56P	OLPC2008010
29-Nov-08	COPS	SAT	8:21:45P	PSA30PAUSE08R
29-Nov-08	AMERICA'S MOST WANTED	SAT	9:56:43P	NAB8RRANIM30EN
30-Nov-08	RS NATIONAL PRE-KICK	SUN	12:59:30P	NAB8RRANIM30EN

1/6/2009

NOVEMBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

4:59 PM

PSA DESCRIPTION	LENGTH
AD COUNCIL/BOSS OF PRISON GANG (V-CHIP)	:30
NFL/ UNITED WAY/ ELI MANNING	:10
NFL/ UNITED WAY/ ELI MANNING	:10
FOUNDATION FOR A BETTER LIFE/ GREATEST	1:00
FOUNDATION FOR A BETTER LIFE/ SP. ATHLETE	1:00
KAISER FAMILY FOUNDATION/PATTERN	:30
DTV TRANSITION/ RICHARD JONES	:20
KAISER FAMILY FOUNDATION/PATTERN	:15
DIGITAL CONVERTER BOX	:15
KAISER FAMILY FOUNDATION/PATTERN	:30
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
NAB/DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
USO LITTLE THINGS	:30
NAB/DIGITAL TV TRANSITION	:30
NAB/DIGITAL TV TRANSITION	:30
KAISER FAMILY FOUNDATION/PATTERN	:15
DTV TRANSITION/ WAYNE BRADY	:15
AD COUNCIL/BOSS OF SLASHER (V-CHIP)	:30
CHILDREN'S HEALTH FUND	:30
NAB/DIGITAL TV TRANSITION	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
KAISER FAMILY FOUNDATION/PATTERN	:15
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:15
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
FOUNDATION FOR A BETTER LIFE/ SP. ATHLETE	1:00
DTV TRANSITION/ RICHARD JONES	:20
FOUNDATION FOR A BETTER LIFE/ GREATEST	1:00
CHILD SOLDIERS	:15
PSA/ MALARIA NO MORE	:15
NAB/DIGITAL RETRO ANIMATION REVISED	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30

1/6/2009

DECEMBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

4:59 PM

DATE	PROGRAM	DAY	TIME	ISCI
4-Dec-08	KITCHEN NIGHTMARES	THU	8:14:40P	OLPC2008011
4-Dec-08	KITCHEN NIGHTMARES	THU	9:52:58P	FKFF6122
5-Dec-08	ARE YOU SMARTER THAN A 5TH GRADER?	FRI	8:55:50P	NAB8RRANIM30EN
6-Dec-08	COPS	SAT	8:22:29P	OLPC2008010
6-Dec-08	AMERICA'S MOST WANTED	SAT	9:55:46P	FKFF6121
7-Dec-08	RS REGIONAL PREKICK	SUN	12:59:43P	OLPC2008010
7-Dec-08	NFL REGIONAL GAME	SUN	2:43:08P	XNPW380230H
7-Dec-08	RS NATIONAL PRE-KICK	SUN	4:12:11P	OLPC2008010
7-Dec-08	NFL NATIONAL GAME	SUN	5:46:06P	XNPW380230H
7-Dec-08	KING OF THE HILL	SUN	7:06:41P	PSA30PAUSE08R
7-Dec-08	KING OF THE HILL	SUN	7:26:11P	OLPC2008010
7-Dec-08	KING OF THE HILL	SUN	7:36:47P	FZAA0707
7-Dec-08	KING OF THE HILL	SUN	7:55:36P	NAB8RRANIM30EN
7-Dec-08	KING OF THE HILL	SUN	8:07:38P	OLPC2008010
10-Dec-08	SECRET MILLIONAIRE	WED	8:49:28P	OLPC2008010
11-Dec-08	SECRET MILLIONAIRE	THU	8:49:13P	NAB8RRANIM30EN
12-Dec-08	DON'T FORGET THE LYRICS	FRI	9:50:09P	NAB8RRANIM30EN
13-Dec-08	COPS	SAT	8:21:59P	FKFF6121
13-Dec-08	AMERICA'S MOST WANTED	SAT	9:56:41P	OLPC2008010
16-Dec-08	HOUSE	TUE	8:12:19P	PSADTV15EDELSTN
16-Dec-08	HOUSE	TUE	8:50:37P	015GD18NAB11007

1/6/2009

DECEMBER '08  
4TH QUARTER NETWORK PSA REPORT  
INCLUDING PRIME, LATENIGHT AND SPORTS

4:59 PM

PSA DESCRIPTION	LENGTH
AMAZON.COM/ 1 LAPTOP PER CHILD	:15
KAISER FAMILY FOUNDATION/PATTERN	:15
NAB/DIGITAL RETRO ANIMATION REVISED	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
NFL/ UNITED WAY/ BOB SANDERS	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
NFL/ UNITED WAY/ BOB SANDERS	:30
KAISER FAMILY FOUNDATION '08 CAMPAIGN	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
FOUNDATION FOR A BETTER LIFE/ SP. ATHLETE	1:00
NAB/DIGITAL RETRO ANIMATION REVISED	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
NAB/DIGITAL RETRO ANIMATION REVISED	:30
KAISER FAMILY FOUNDATION/PATTERN	:30
AMAZON.COM/ 1 LAPTOP PER CHILD	:30
FOX DIGITAL TRANSITION/LISA EDELSTEIN	:15
NAB/DIGITAL TRANSITION "IT'S A BOX"	:15